

Fig. 1  
ITV System

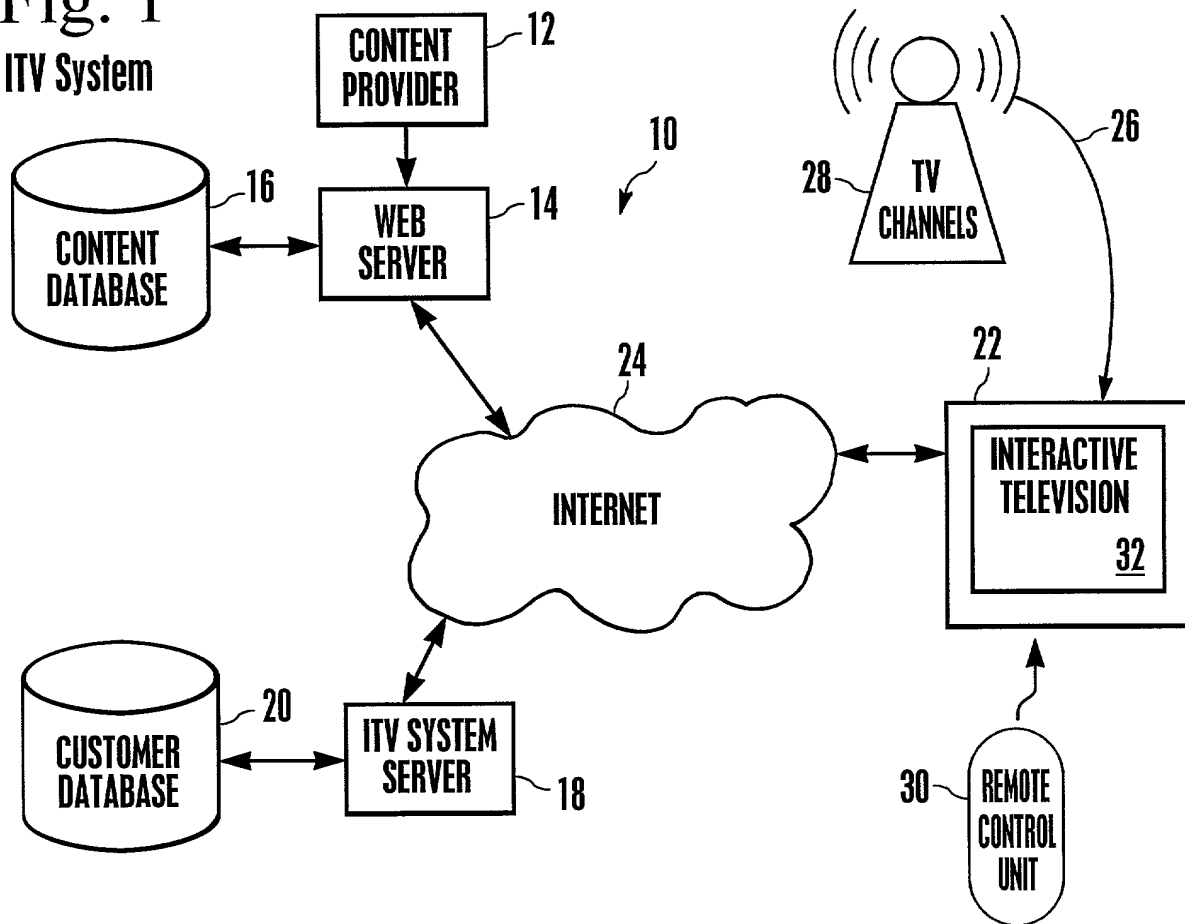
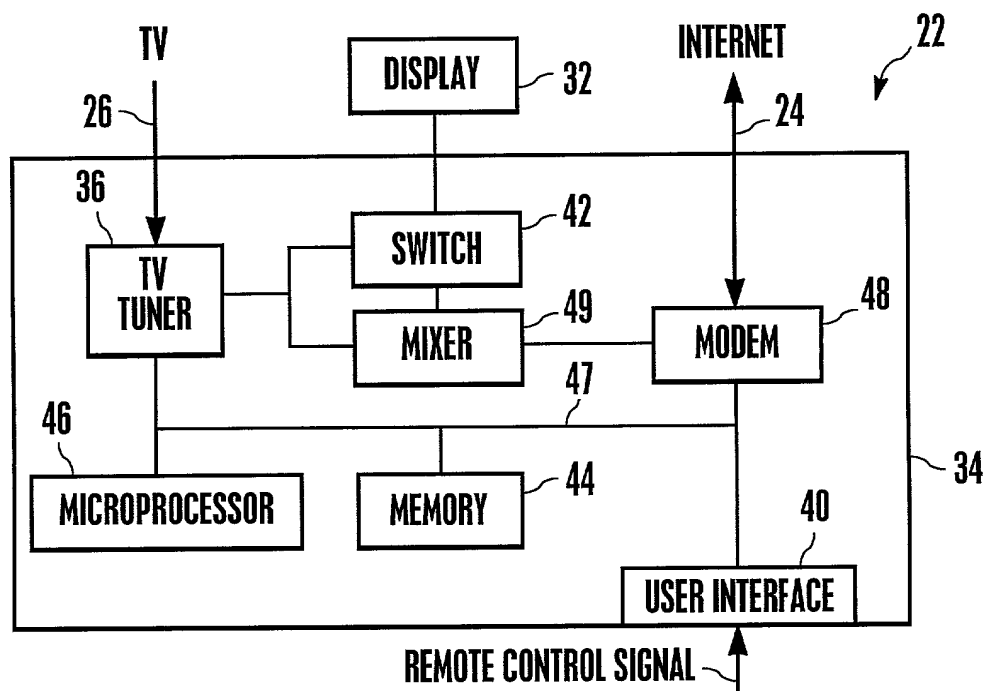
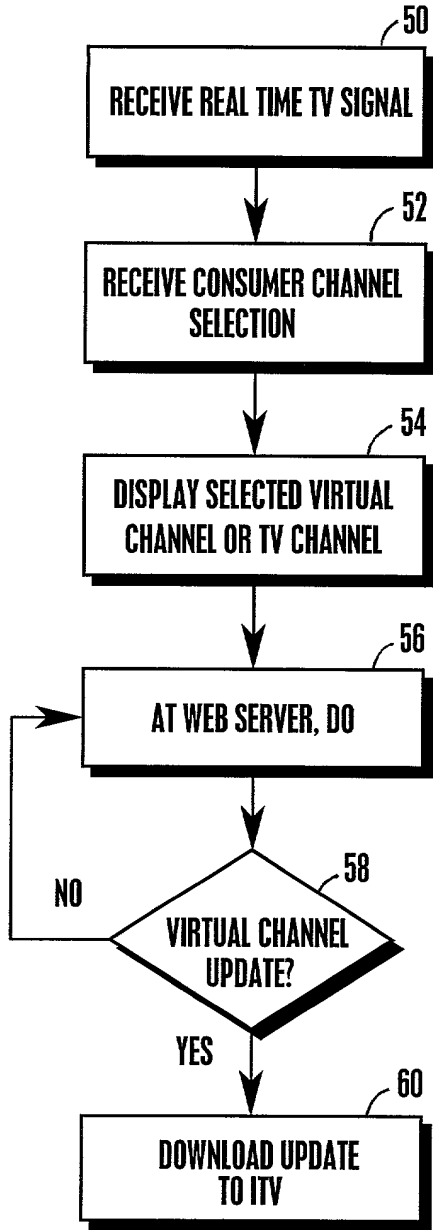
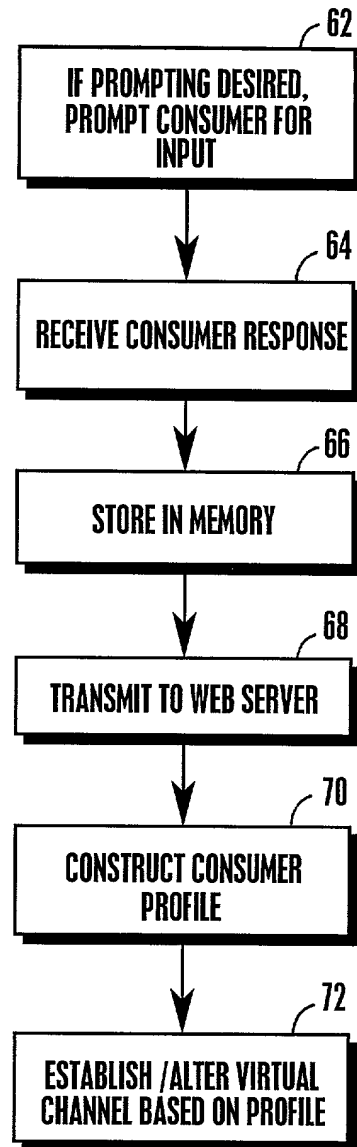


Fig. 2  
ITV Set





**Figure 3**  
OVERALL METHOD



**Figure 4**  
ESTABLISHING CONSUMER  
PROFILE

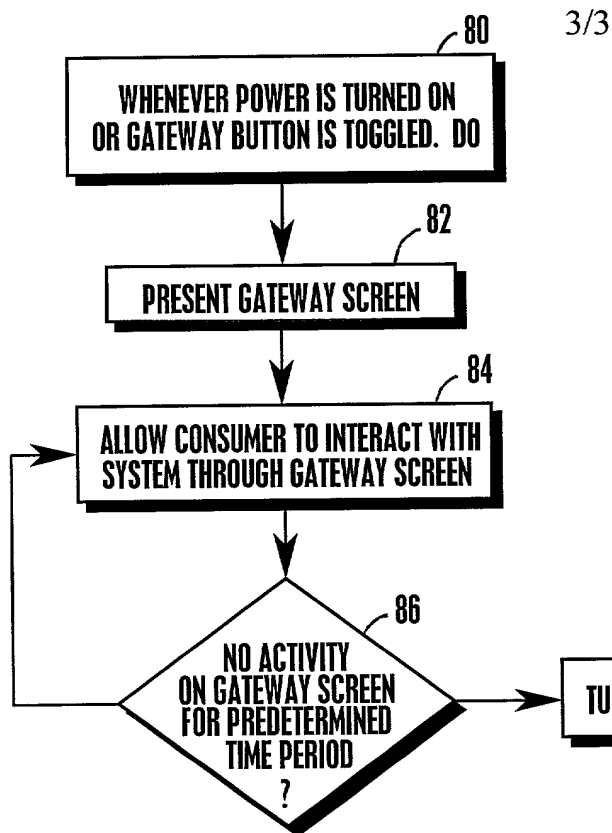


Figure 5

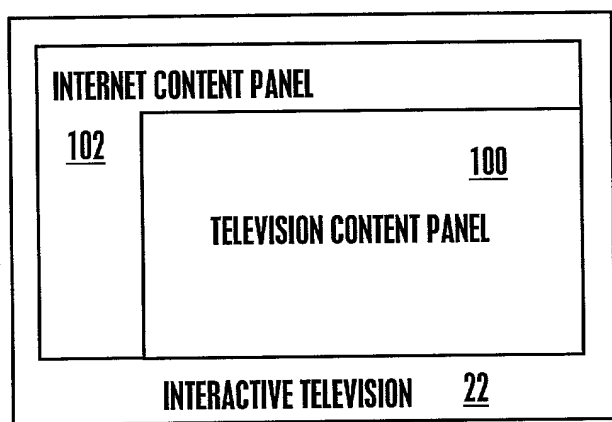


Figure 6

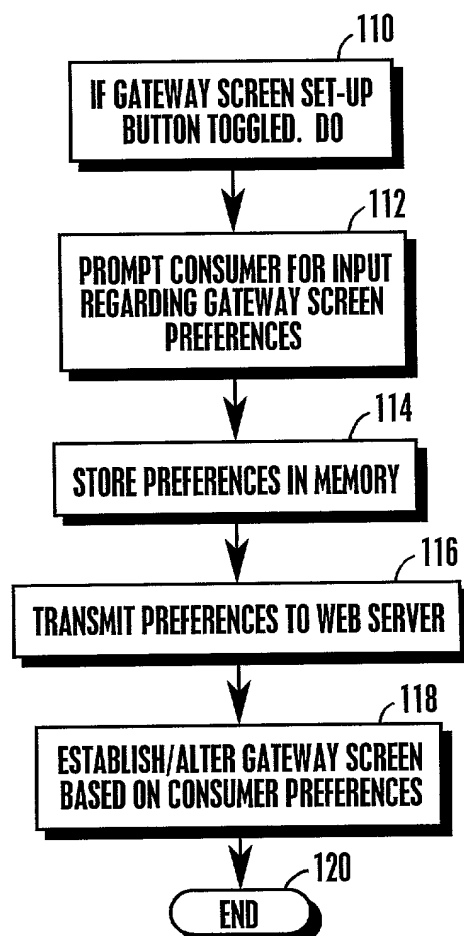


Figure 7